

IF YOU INHALE

think THIS over a bit!



HERE'S REAL ENJOYMENT—PLUS REAL PROTECTION!

ALL smokers *do* inhale — some of the time. *When* you do it's plain, there's more exposure to irritation. So — consider what *your* cigarette *does*!

There's a tremendous difference in irritant properties of cigarettes—reported by eminent doctors in leading medical journals.

On comparing, they found:

FOUR OTHER LEADING BRANDS AVERAGE 235% MORE IRRITANT THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS —AND, THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

So — especially if you inhale — now's the time to change to Philip Morris . . . *complete* smoking enjoyment *with no worry about* throat irritation!



CALL FOR PHILIP MORRIS!

AMERICA'S FINEST CIGARETTE

Today they cost no more than ordinary popular-price cigarettes! (In NEW YORK STATE)